Amendments to and Listing of the Claims:

Please cancel claims 1-24 and add new claims 25-39 as follows:

1-24. (canceled)

25. (new)   A method of inserting unscheduled advertisements into a television programming stream in a communications network, the method comprising:

(a) selecting one or more unscheduled advertisements to be presented to one or more subscribers to the communications network;

(b) storing the unscheduled advertisements at a node of the communications network;

(c) detecting intervals in said programming stream within which advertisements may be inserted;

(d) inserting the unscheduled advertisements into said programming stream within the detected intervals; and

(e) monitoring the communications network to determine whether the selected unscheduled advertisements are presented to each of the one or more subscribers.

26. (new)   The method of claim 25 further comprising:

(f) selecting different unscheduled advertisements to be presented to the one or more subscribers based on the monitoring in step (e).

27. (new)   The method of claim 25 further comprising:

(f) inserting the unscheduled advertisements into a different programming stream based on the monitoring in step (e).

28. (new)   The method of claim 25 wherein the unscheduled advertisements are inserted into said programming stream in accordance with a pre-determined order.

29. (new)   The method of claim 25 further comprising:

(f) reporting the results the monitoring in step (e).

30. (new)   An advertisement insertion system for inserting unscheduled advertisements into a television programming stream in a communications network, the system comprising:

an advertisement selector, configured to select one or more unscheduled advertisements to be presented to one or more subscribers to the communications network;

an advertisement storage medium located at a node of the communications network, the storage medium containing the unscheduled advertisements;

an insertion processor configured to detect intervals in said programming stream within which advertisements may be inserted and insert the unscheduled advertisements into said programming stream within the detected intervals; and

a monitor processor configured to monitor the communications network to determine whether the selected unscheduled advertisements are presented to each of the one or more subscribers.

31. (new)   The system of claim 30 wherein the advertisement selector selects different unscheduled advertisements to be presented to the one or more subscribers based on an output of the monitor processor.

32. (new)   The system of claim 30 wherein the insertion processor is configured to insert the unscheduled advertisements into a different programming stream based on an output of the monitor processor.

33. (new)   The system of claim 30 wherein the unscheduled advertisements are inserted into said programming stream in accordance with a pre-determined order.

34. (new)   The system of claim 30 wherein the monitor processor is configured to report the results of the monitoring.

35. (new)   An article of manufacture for inserting unscheduled advertisements into a television programming stream in a communications network, the article of manufacture comprising a computer-readable medium holding computer-executable instructions for performing a method comprising:

(a) selecting one or more unscheduled advertisements to be presented to one or more subscribers to the communications network;

(b) storing the unscheduled advertisements at a node of the communications network;

(c) detecting intervals in said programming stream within which advertisements may be inserted;

(d) inserting the unscheduled advertisements into said programming stream within the detected intervals; and

(e) monitoring the communications network to determine whether the selected unscheduled advertisements are presented to each of the one or more subscribers.

36. (new)   The article of manufacture of claim 35, the computer-executable instructions performing a method further comprising:

(f) selecting different unscheduled advertisements to be presented to the one or more subscribers based on the monitoring in step (e).

37. (new)   The article of manufacture of claim 35, the computer-executable instructions performing a method further comprising:

(f) inserting the unscheduled advertisements into a different programming stream based on the monitoring in step (e).

38. (new)   The article of manufacture of claim 35 wherein the unscheduled advertisements are inserted into said programming stream in accordance with a pre-determined order.

39. (new)   The article of manufacture of claim 35, the computer-executable

instructions performing a method further comprising:

   (f) reporting the results the monitoring in step (e).